



### Fall Styles in Women's High and Low Shoes

In this variety of fashionable dress and walking boots, pumps and oxfords every foot can be comfortably and fashionably shod and every preference successfully met. Well groomed women who wish to step out in new fall attire that is complete in every detail have the opportunity now to choose the color and leather which correctly harmonizes with the new suit or frock.

**Women's New Fall Shoes Very Specially Priced at \$8**

Black Kid, Brown Kid, High Louis Heels, Stitched Tip.

#### WOMEN'S LOW SHOES

Ties, Oxfords, Pumps **\$7.95**  
Former prices to \$18,  
at \$7.95

Black and brown kidskin and combinations.



A special Friday and Saturday sale of Silk Camisoles, Chemise and Nightgowns.

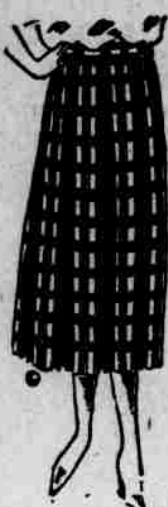
# M & K

ROCK ISLAND

SPECIAL SELLING OF NEW FALL  
PLAID WOOL

## SKIRTS

**\$14.95, \$16.95 and  
\$19.95**



### CORRECT SHOES FOR CHILDREN

Buying children's shoes is an important matter. It is important to get the right quality and the right price. There is another consideration that is just as important. That is to get the right fit.

We have the right shoes; we have them at the right price; and our salespeople are trained to fit a child's foot becomingly and comfortably.

#### GIRLS' SCHOOL SHOES

In black calfskin, black kid, brown calf, brown kid with cloth tops. Prices

**\$3 to \$8**

#### BOYS' STURDY SHOES

Serviceable styles for school days and smart styles for dress-up. Brown and black calfskin, English and high-toe lasts. Sturdy oak soles, low broad heels.

Sizes 9 to 13½, price, \$2.75 to \$6.50  
Sizes 1 to 6, price \$3.50 to \$8.



### New Arrivals in Fall Blouses

GEORGETTE  
CREPE DE CHINES  
STRIPED SILKS  
PLAID SILKS

All the New Fall Shades  
Special

**\$3.95 \$4.95  
\$5.95 \$8.95  
to \$14.95  
And Up**



## Presenting a Comprehensive Selection of Distinctive Fall Suits

Showing the trend of exclusive modes in suits to hold sway the coming fall and winter in tailored models of fine materials.

Featuring for Friday and Saturday exclusive models in all the latest materials—which will at once appeal to women of discriminating tastes, at

**\$48-\$55-\$67.50**

Fully measuring up to the M. & K. standard are the suits in this special display. New fabrics, new fall shades. Splendidly tailored, fully silk lined and interlined. Many smart, strictly tailored effects of fine quality tricotine.

### OTHER NEW SUITS

Show many distinctive new style details—in collars buttoning close to the throat—in the frequent absence of belts and in rich embroideries and fur trimmings. Strictly tailleur suits emphasizing long lines.

New materials are Veldyne, Tricofina, Marvella and Vel de Cygne, also Tricotine, Peach Bloom and Duvet Superior.

New colors are Suchow (a bluish green), Malay and Zanzibar Browns, Moonstone Gray and Nanking Blue. Navy Blue and Black are strongly favored.

**\$75 to \$98.50**

And Up.

### VERY SPECIAL SELLING

## NEW FALL DRESSES

Offering Exceptional Values at

**\$25 and \$35**

Advance fall models beautifully designed of splendid fabrics, richly embellished with braiding, beading, embroidery, etc. Every one representing a distinctive style for autumn, for street or afternoon wear. An exceptional opportunity just at the beginning of the season.

Materials are Satin, Charmeuse, Tricotines, Serge.

Sizes for Misses—14 16, 18.  
Sizes for Women—34 to 44.



## New Coats and Wraps

—show the cape influence, predicted by Paris. Deep muffling collars and "drapery" effects are favored. Rich soft-surfaced materials and fur trimmings are used.

## EXTRA!

A very important selling of 100 Coats and Wraps, this season's styles and suitable for fall and all year round wear. Hand-some garments at half price.

College girls will be interested in this special selling.

**\$35 Coats and Wraps \$17.50  
\$45 Coats and Wraps \$22.50  
\$75 Coats and Wraps \$37.50  
\$100 Coats and Wraps \$48**



## Boys' School Clothes



Proud the parent and happy the youngster that walks to school all toggled out in new clothes from the M. & K.

Mother beams a smile of contentment as she sends the boys and girls off to school knowing they are comfortably and becomingly dressed. For the M. & K., as parents well know, features apparel that is not only smart, but serviceable—not only serviceable, but attractively priced.

You will find the thoughtful parents here outfitting the boys and girls in new fall clothes.

### SCHOOL SPECIAL

#### BOYS' NORFOLK SUITS

Single and double-breasted models in gray, brown, green and blue mixtures. Both trousers are full lined. Sizes 6 to 18. Well made; sturdy fabrics.

**\$18**

Every suit with two pairs of lined trousers—That's double service—double value.

Other two-pants suits for boys at

**\$22.50 and \$25**

Boys' School Suits, special at \$12.50 and \$15  
All sizes, colors and styles.

Boys' Hart, Schaffner & Marx Suits, \$35  
Boys' Knicker Pants—Many to go with your boys' odd coats, \$1.65, \$2.50, \$3.95, \$4.95.

The shirts, ties and other things that a boy must have a plenty of for school days. Sterling values.

Boys' collar-attached shirts; fine striped percales and blue chambrays; cut large and full and reinforced throughout; all sizes at \$2.00.

Boys' four-in-hand ties; they're "like dad's." Fancy stripes and all-over effects; open ends in large variety; priced at 75c.

### Special—New Shipment

Boys' all wool slip-over sweaters, wide variety of colors, all sizes. Very special at \$5 and \$8.90.

## No School Outfit Complete Without Serge Frocks

Little informal school affairs and brisk winter days provide ample reason for one or two smart serge frocks.

Natty Serge Dresses for Girls and Juniors, 3 to 14 years, \$5.95, \$6.95, \$8.95, \$9.95 and up.

Clever girlish models in mannish serge, neatly trimmed with wool embroidery or ribbon. Others are plainly tailored, navy and maroon. Also black-and-white check models.

### FRIDAY AND SATURDAY

Special attention will be given to school girls and splendid values are offered.

Serge Regulation Dresses for Girls and Juniors 6 to 17 years, \$9.95 and up.

Splendidly tailored dresses of good quality serge in navy and black. Coat, straight line and middy effects. Red, white or black embroidered emblems. Girls' Wash Dresses, ages 3 to 14—Special \$1.95, \$2.95, \$3.95 and \$4.95.

